ATTRACTIONS.

DAYTONA is situated upon the west bank of the Halif x River at its fairest expanse and maway between its source at Bulow Bay and its outlet et Mosquito Inlet. It is in latitude 29, seventy-four miles from St. Augustine and one mile from the Atlantic Ocean, and is acknowledged to be without a rival for beauty among the villages of the South. Its site is upon what is known as high hammock land that was crowned by nature with a most royal growth of majestic forest trees, and among these trees is the town of to-day, with its beautiful cottages and well-graded walks and streets. The result is that all along the wide avenues that intersect the town are lordly live and water oaks and hickories, many of them draped with graceful festoons of the gray Spanish moss, that overarch the street and walks, and among these are interspersed tall tropical palmettos. glossy-leaved magnolias, fragrant bays and coral berried holly, and many other varieties, while in many places the wild grape, the trumpet vine and the ampelopsis climb and cling among the branches forming shady bower and adding grace and beauty.

The town lies parallel with the Halifax River, and extends for nearl; two miles glong the shore. This river is the delight of the angler are the yachtsman and forms one of the town's greatest attractions.

The main avenues test run oa allel with or intersect the river are all 100 feet wide, except Beach street. which is about sixty-five feet, but has a half-mile of open, beautiful water abutting upon its eastern side, where the sait waves ebb and flow and along and across which comes the cooling, invigorating and health-giving breezes from off the wide Atlantic, which temper and render the Halifax climate one of the most perfect in the world Daytona has many miles of well grad ed, marled and shelled roads and streets, rendering it the

Wheelman's Paradise

and added to these, but a mile away, are thirty miles of smooth, hard beuch, that affords an unrivalled course for long-distance cycling and driving or automobile racing. No town of equal size, North or South, numbers so many wheelmen, and eyeling is a favorite pastime with the tourists sum-

The Beautiful Cottages

that have been erected during the past years and are being built are render ing Daytona as famous for its fine homes as for its beautiful river, trees and avenues, and they are adding yearly to its attractions.

Not the least of these attractions to those securing homes in the South. and ranking second only to health fulness and perfection of climate, is ed, and beautiful homes, the abodes the fact that its population is chiefly of wealth and culture are multiplying. composed of cultivated and intelligent people, accustomed to the refinements of home and social life. Added to these features are good churches, good public and private schools, stores hotels, laundry, meat markets, novelts works, an opera house, electric lights for street and house illumination, a good telephone system, ice factory, Lily Water Works, and hot and colubaths, etc., and everything else can be procured that is necessary to make life comfortable. An important feat ure in the healthfulness of this town

Water Supply

which is derived from numerous flowing wells, of which there are prob ably 300 in the corporate limits. This flow is secured by boring wells to the depth of from 80 to 120 feet, passing through several strata of rock, and this depth assures purity from all surface contamination. The water is slightly impregnated with magnesia and iron, and holds sulphur in the shape of gas, which soon passes away.

The Population of Daytona proper is about 1,800. Added to this is a suburban population on main shore and peninsula of about 1,000 at Kingston, Blake, Old Seabreeze or Goodall, Seabreeze and Silver Beach. which are properly a part of the town and population.

Daytona Beach

lies one mile east of the town. It le approached by three good bridges over the river and well-graded ave nues, and is the principal summer re sort south of St. Augustine. It has more tourists during the summer than all other places south of that city com bined, and is also becoming a favorite winter resort. The beach is wide firm and smooth, by many considered the finest in the world, and the sur bathing is safe and excellent summer and winter. People who have tried Northern and Western summer resorts declare that there are none so perfecin comfort as Daytona beach.

Automobile Race Meet.

The Florida East Coast Automobile Association conducts an annual race meet on the beach, which has now a universal reputation as the greatest automobile race course in the world. The Daytona-Ormond Beach is hard as magadam, and an ideal stretch of thirty or more miles without a break makes it the natural racin; ground for America.

At low tide the beach is bared for 300 feet and neither carriage wheel bicycle or pedestrian can make hardly visible imprint on the smooth and well-packed sand. It is no un common sight to see sall-rigged bley cles speeding with the velocity of the wind before a stiff breeze along the smooth beach, thus affording the most exhilarating sport known to man. Besides these, miles of hard-shelled, palm fringed boulevards bring the lovers of bays seem her w

DOUGLASS

SHOES

WALKOVER

CLAPP SHOES

DOROTHY DODD

CORRECT FOOTWEAR

M. B. AULTMAN

he wheel and vehicles into direct touch with the mainland over the broad bridges which span the splendid Halifax River.

The beach from the sandy bluffs to he lowest point at ebbtide, measures dont 500 feet, and the average depth of the surf measures about two feet. A continuous gentle swell rolls in from the ocean from one to two feet in lepth under normal conditions, makng the beach an attractive and absoutely safe place for surf-bathing. Here the infant as well as the greybaired veteran of many summers, can safely enjoy the luxury of a sea bath broughout the larger part of the year, while the strong and expert swimmer, an venture out further to test his strength and skill in battling with the nexhaustible powers of the mighty

The Peninsula

lying between river and ocean is one balf mile wide, and is being rapidly improved, and there are many fine cottages and several good hotels, an pera house, two ocean piers, beach avilion and a large casino.

A Remarkable Feature

at Daytona has been the yearly improvement in the style and value of the buildings that are being erected for homes. Men of capital of the North and West have become awakened to its advantages for winter residences, and valuable lots are being purchased and costly houses, beautiful in design and finish, are being erect-Seabreeze (City Beautiful) and loodall are settlements on the Ocean side of the peninsula across the Hallax River from Daytona.

At the foot of Ocean Boulevard. Seabreeze, a pier reaches 600 feet across the beach into the swelling surf of the ocean. This pier is a favorite resort of those who delight the sport of fishing. The surf here abounds in trout, pompano, yel lowtail, cavalle, whiting, drum, sheepshead and many other varieties of edible fish. During the fall season the famous sea bass affords royal sport, and it has been no uncommon occurrence to land a thousand pounds of this gamey fish in an afternoon, ndividuals of them ranging from ifteen to thirty-five pounds in weight. Not only does the ocean offer this splendid sport but the Halifax River, only half a mile back of the ocean, is equally famous for its fine fishing, ind the varieties that abound in the cean are present in the river.

Hunting and fishing good. Experienced guides and dogs may be had it reasonable prices.

DATE		A. M.	P. M.	DATE	A. M.	P. 1
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"I looked everywhere for you at the church fair last evening," said her ardent devotee, "but I didn't see you."
"You forget," she answered sweetly, that I am Charity."-Judge.

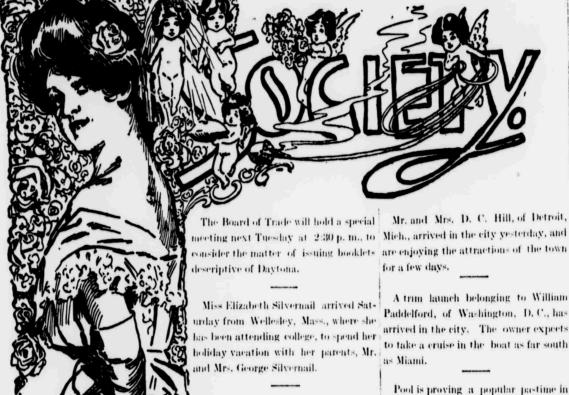
A Faithful Servant. One night Prince Talleyrand was sud-

denly awakened by the firing of a pistol, and, seeing his valet walking about the room, he asked him what he was "There was a mouse in the room,

your highness, and for fear it might His Exact Statement.

Author-is it true that you say my latest is the worst book I ever wrote? Critical Acquaintance-Nonsense, my dear fellow. What I said was that it was the worst book anybody ever wrote-not you in particular.

"What's funny?"



pposite Bennett House for rent. Apply was well rendered, and reflected credit with sufficient paraphrenalia another

Pierre d'A. Pratt has returned to the capitol.

Miss Gladys Stewart has returned to and push the job to completion. Melbourne, after a visit with friends and relatives in Daytona.

Oriental Commandery of Knights The work of conferring degrees will con-

Mr. and Mrs. Gunwar, of Frankfort, Indiana, have returned for the season, and have leased one of the Stewart cottages, at Daytona Beach.

Dr. and Mrs. F. H. Houghton have arrived in Daytona, and the doctor is busy fixing up rooms in the Opera House block for a dental office.

business man of Palatka, and known to many in Daytona, has been in the city for the past two days on business.

Geo, F. Brown, cor. 2nd& Ridgewood. tf fish were not biting their best.

The Christmas exercises of the Sun- the comfortable quarters of the Halifax

day School of the First Baptist Church River Yacht Club. In order to keep Stillman house were held last evening. The program the members and their friends supplied 21-6 on teachers and classes alike.

Bert Pacetti, of Ponce Park, has secity from a business trip to the county cured the contract to repair the New Smyrna bridge. With a force of men

E. E. DeWitt has arrived here from Mackinaw Island, Mich., and will assist W. H. Gardener, the photographer, dur-Templar is in conclave this afternoon. ing the season. J. J. Rose, of Chicago, is to be connected with the same con-

> Owing to the inclement weather last Sunday the Christmas services of the Congregational Church did not take place, as scheduled, but the program as outlined will take place next Sunday at

They were distributed by Mrs. Fox and Wednesday being St. Johns Day, services took place in the Episcopal Mrs. Simcoe. Church at 3 o'clock in the afternoon, ladies are going to give a supper in Thomas H. Keating, a well known and were conducted by Rev. C. W. Arnold, the pastor. Today is Innocents Ridgewood Hall for the benefit of Grace Day, and services are in progress this Church. All are cordially invited, and they will have a good time, and plenty to eat and drink.

Tuesday was a banner day for fishing join Mr. Fair, at her parents' home, *For Sale or Rent.—Furnished Cot- at Daytona Beach, and several large near DeLand. tage on Second Avenue, near Ridge catches were reported. Wednesday bewood; furnace heat, electric light, bath- ing a damp and disagreeable day, there room and complete sanitary plumbing. were not many anglers out, and the day in Daytona, leaving Wednesday night for Palm Beach.

THE GROCERS.

Our Stock is Complete and Why So? BECAUSE WE DO THE TRADE OF THE TOWN

E. T. Conrad & Co.

We make a specialty of handling only the BEST.

MILLINERY. M. ELLA DEVOY & CO.

We are showing a carefully selected stock of

Millinery Goods, Ready-to-Wear Hats, in bread brims, teques and turbans, Tourists Caps in cloth, duck, linen and patent leather, Children's Wear in the rolling sailor middy caps, Tam'o Shanters, Napoleons and Continental shapes, also Infant's white silk and mull bonnets.

We give our personal attention to fitting and making custom hats from a choice selection of soft braids, silks, laces, flowers, wings, tips, etc.
Thanking you for favors conferred, it will be our aim to merit your patronage in the future. No 6, South Beach St., Daytona, Fla.

BON BONS and



IF IT'S A Box of Stationery A Nice Book A Piece of Fine China A Souvenir Spoon A Piece of Jewelry

YOU WANT, CALL ON US



GEO. H. CLARK

THE MARLO AMUSEMENT CO. DAYTONA BEACH, FLORIDA.

Dancing Casino, Bowling Alley and Fishing Pier are now in operation. The Skating Rink will be opened Jan. 3rd, every day and evening, with an orchestra every evening. Hot water, salt baths after Jan. 15.

MARTLING & LOY. Proprietors.

Steam Laundry, Phone 8. Agent for Tirrill Gas Making Machines

For Lighting, Heating and Cooking. Call at laundry and see machine in operation, can't be beat.

New Seven Room Furnished Cottages, with Bath and Electric Lights, located on Cedar and Palmetto

> Apply to I. R. BURNS, 14 Cedar St.

ALONG THE RIVER OF TIME.



We are rapidly approaching the New

Are you prepared to welcome it as you should? Is there not something you need

Footwear or Clothing Line

which you ought to have? If so we are ready to supply your wants with the largest stock ever shown in Daytona that cannot be excelled for quality or lowness of price.

116 South Beach street. Daytona, Fla.



new pool table of the latest pattern has

Port Orange.

her school to spend Christmas. Henry

Morris also came up from Dade County,

where he is engaged in truck farming, to

spend the holidays with his daughters.

College to spend Christmas with his

Chancy Vass came home from Rollins

Miss Ruth Brohm went to Jackson-

ville to visit her sister, Mrs.R. Lufberry.

Colonel Tedder is home visiting his

Saturday night was the usual Christ-

mas tree for the children, at the Congre-

gational Church There was a large

crowd of delighted children present to

receive the gifts so kindly sent each

year by Mrs. T. T. Allan, of New York.

Next Monday night, New Years, the

Mrs. Fair and Herbert went over to

C. Martin Milburn arrived from St.

Augustine Tuesday, and spent Wednes-

recently been installed.